Chapter 7: Memory-

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| 3 Kinds  Episodic-\*flashbulb memories -specific event  (autobiographical)  Ex)dinner last night, quiz  Semantic- general knowledge   * Don’t always remember when it happened * Ex.: Remembering that George Washington is the first U.S. president   Implicit- Memories that are implied. Ex: Riding a bike or playing a musical instrument. | 3 Processes  Encoding-  \*Transferring of info. to where it can be stored.  1. visual codes-mental picture  2. acoustic codes- repeat it several times (auditory)  3. semantic codes- attempt to make sense (relate to meaning)  Storage-Maintenance of encoded info. over a period of time.   1. Maintenance Rehearsal-   Repeat over and over again to keep from forgetting it.  2. Elaborative Rehearsal-  Make it meaningful to info. that you already know.  (Educ.!)  3. Organizational Systems-  Ex)Files/storage  \*can change modify with new things learned  Retrieval-Locating stored info. and returning it to conscious thought.  1. Context-Dependent Memory-  2. State-Dependent Memory-  3.On the Tip of the Tongue Phenomenon | 3 Stages |